

## **Utility Bill Stuffer**

Please find enclosed a draft copy of both sides of the 2010 utility bill stuffer for your review and comments. The prepared utility bill stuffer was e-mailed to the BPAC members on May 4, 2010. Also enclosed for reference is a copy of the BPAC comments received to date. Final feedback is needed to allow the completion and circulation of the utility bill stuffer as planned in July 2010.





Prior to turning, the car stopped and gave the right of way to the crossing pedestrian.

What

is



Cars and cyclists, sharing the road. When a lane narrows, cyclists have to ride in the middle of the lane.



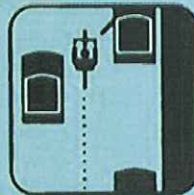
When forced to ride on a sidewalk a cyclist gives the pedestrian an audible warning before passing and watches for vehicles at driveways and intersections.

right

with



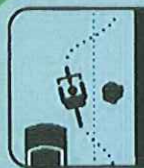
A cyclist wearing bright clothing and a helmet and using bicycle lights and reflectors.



Motorists need to pay attention when opening car doors or passing a cyclist.

these

pictures?



A cyclist is avoiding a curbside hazard and the motorist is allowing space for the cyclist to merge into the travel lane.

This message is brought to you by the City of Sunnyvale  
For more information, call (408) 730-2713,  
TDD (408) 730-7501 or visit [biking.inSunnyvale.com](http://biking.inSunnyvale.com)





Enjoy your summer! Get healthy  
Reduce your carbon footprint.

Quiz yourself!

Riding a bicycle against traffic or to the left side of a two-way street is:

- A) Recommended
- B) A personal choice
- C) Illegal and dangerous

The answer is C.

A bike shall be operated in the same direction as vehicles are required to be driven upon the roadway.



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TDD (408) 730-7501 or visit [biking.inSunnyvale.com](http://biking.inSunnyvale.com)





**Heba El-Guendy - Re: 2010 Utility Bill Stuffer**

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**From:** Andrea <andrea@baas.org>  
**To:** Heba El-Guendy <helguendy@ci.sunnyvale.ca.us>  
**Date:** 5/6/2010 2:29 PM  
**Subject:** Re: 2010 Utility Bill Stuffer

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my two cents:

the green side (what is right with these pix) is good as is.

the other side: the photos do not all really enhance the question/answer. I would leave the photo in the middle (which clearly applies), remove the other two and make everything, including the wording, a little bigger.

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On May 4, 2010, at 11:18 AM, Heba El-Guendy wrote:

Hello,

Please find attached the utility bill stuffer prepared using the concepts discussed during the March BPAC meeting. Your timely feedback/comments would be greatly appreciated to allow sufficient time for potential revisions and production.

Thank you,  
Héba  
(408) 730-2713

<Final Draft UB stuffer purple 11.pdf><Final Draft UB stuffer green.pdf>

125



**From:** "Kevin Jackson" <kjbiker@netzero.net>  
**To:** <helguendy@ci.sunnyvale.ca.us>  
**CC:** <andrea@baas.org>, <rickwarner@cycle-tours.com>, <patrick.walz@gmail.com...>  
**Date:** 5/12/2010 4:37 PM  
**Subject:** Re: 2010 Utility Bill Stuffer

Hi, Heba-

This looks quite good overall. Here are a few suggestions that might help to make some things clearer. Starting with the quiz section, it would be good if the answer included a brief explanation of why it is important to ride in the same direction as motor vehicles ("This makes you visible and predictable to other road users, including those emerging from cross streets and driveways, who expect to see traffic in this direction.").

Second picture (narrow lane situation): "If a lane is too narrow for a car and bike to share side-by-side, cyclists will occupy the full lane and overtaking motorists must wait until they can move into the next lane to pass."

Third picture: "When riding on the sidewalk cyclists must yield to pedestrians, and give audible warning before passing. They must also be especially careful at driveways and intersections, where cross traffic may not expect them."

Fourth picture: "At night, cyclists should use lights, reflectors, and bright clothing in order to maximize their visibility and safety. Motorists must be extra vigilant."

Fifth picture: "Cyclists must ride a safe distance from parked cars in order to protect themselves from careless occupants who open doors without looking. Motorists should not expect cyclists to ride closer than three feet from parked cars."

Sixth picture: Looks too much like a sudden swerve. Possible caption: "Cyclists must strive to avoid sudden movements into the path of motor vehicles. Motorists should recognize that cyclists need room to maneuver, and always leave a generous safety margin when driving around cyclists."

Also, I had a quick peek at the new BPAC web site and it looks like a big improvement. In the map section the Heritage tour is the best example that the others should be made consistent with. It has separate links for Map (front side) and Details (back side). The parks tour has only the Map link. The main bike map has Map and Information links, but the latter erroneously displays the parks tour map. Also, the contact link shows the BPAC as a committee, rather than commission.

Stop by our BTWD stations if you get a chance – hope to see you there!

Kevin

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